InsightHub State of the Sector Snapshot

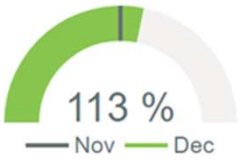
December 2021

Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model.**

The charts below focus on three key areas**; Income, Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and how to get your team started with InsightHub please get in touch.

Income

Nov 21 vs Dec 21



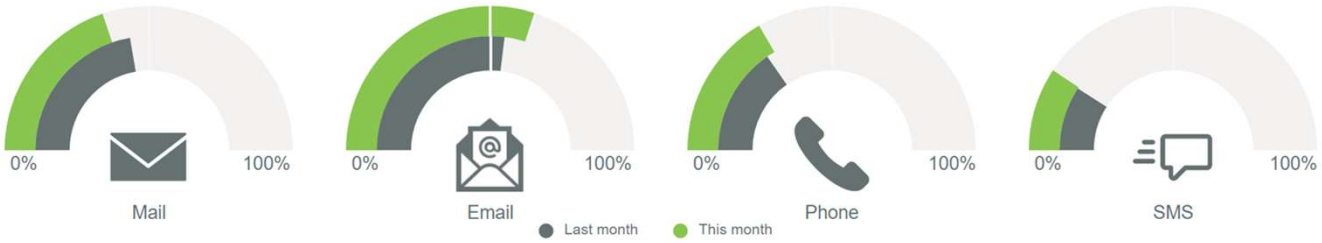
Income by Month

Product	Vs last month
High Value Giving	261 %
One-off Donation	192 %
Other	153 %
In Memory	112 %
Regular Giving	101 %
Gaming	71 %
Community Fundraising	45 %
Trading	43 %

Income by Year

Product	Vs last year
Community Fundraising	134 %
Other	127 %
High Value Giving	115 %
In Memory	102 %
Regular Giving	102 %
One-off Donation	100 %
Gaming	100 %
Trading	77 %

Contactability

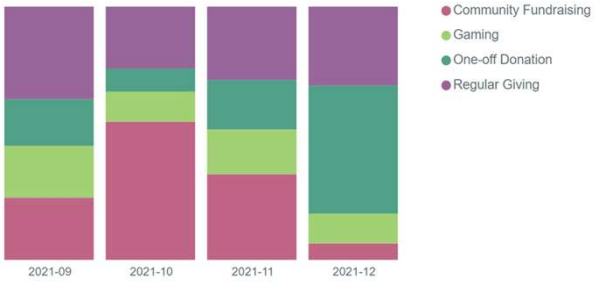


Wood for Trees | Acre House | 11/15 William Road | London | NW1 3ER
getinfo@woodfortrees.net | www.woodfortrees.net | +44 (0)1225 636 280
WFT Global Ltd, part of Inc & Co, Registered in England & Wales Company No. 12734318

Recruitment

New	Lapsed	Filesize change
-2%	15%	0.7%

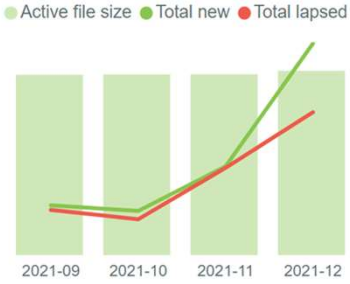
% Split By Product



% Split By Channel

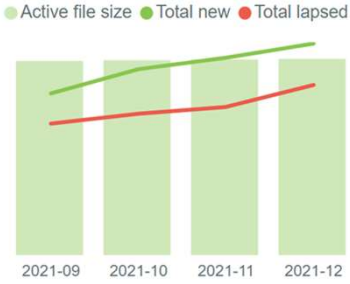
One Off Donations

New	Lapsed	Filesize change
155%	64%	1.9%



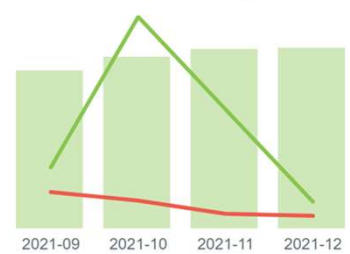
Regular Giving

New	Lapsed	Filesize change
6%	15%	0.3%



Community Giving

New	Lapsed	Filesize change
-81%	-14%	0.6%



Gaming

New	Lapsed	Filesize change
-34%	-26%	-0.2%